

ORDER



Orders
Order / Rev: 707774
Alt Order #: 06285611
Product Desc: RESTORE OUR FUTURE
Estimate: 1942
Flight Dates: 08/21/12 - 08/27/12
Original Date / Rev: 08/20/12 / 08/20/12
Order Type: Political

WJXX-TV

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency Name: Mentzer Media Services/ POL
Buying Contact:
Billing Contact:
 Do Not Mail
 XX, XX XX

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Restore Our Future
Demographic: A35+
Product Codes: IS-Candidate/Presidential
Priority: P-3
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	32	\$10,165.00	\$8,640.25
08/27/12	08/27/12	7	\$5,475.00	\$4,653.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	32	\$10,165.00	\$8,640.25	0.00
September 2012	7	\$5,475.00	\$4,653.75	0.00
Totals	39	\$15,640.00	\$13,294.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WJXX-TV	9%	\$15,640.00
Market	100%	\$173,777.78

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
WAWS	5%	\$8,688.89
WCWJ	0%	\$0.00
WJXT	27%	\$46,920.00
WTEV	34%	\$59,084.44
WTLV	25%	\$43,444.44

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WJXX	08/21/12	08/24/12	Good Morning America M-F 7a-9a	CM	M-F 7a-9a	- TWTF - -	:30	4	\$125.00	P-3	0.00	NM	4	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	- TWTF - -			4		\$125.00		0.00				
E 2	WJXX	08/21/12	08/24/12	FCN News at 7p M-F 7-7:30p	CM	M-F 7p-7:30p	- TWTF - -	:30	4	\$275.00	P-3	0.00	NM	4	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	- TWTF - -			4		\$275.00		0.00				
E 3	WJXX	08/21/12	08/24/12	Extra M-F 7:30-8p	CM	M-F 7:30p-8p	- TWTF - -	:30	4	\$275.00	P-1	0.00	NM	4	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

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WJXX-TV

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E 3	WJXX	08/21/12	08/24/12	Extra M-F 7:30-8p	CM	M-F 7:30p-8p	- TWTF - -	:30	4	\$275.00	P-1	0.00	NM	4	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	- TWTF - -		4			\$275.00			0.00			
E 4	WJXX	08/21/12	08/24/12	Nightline Nightline	CM	M-F 11:35p-12:05a	- TWTF - -	:30	4	\$200.00	P-3	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	- TWTF - -		4			\$200.00			0.00			
E 5	WJXX	08/21/12	08/26/12	FCN News at 11pm M-Su 11-11:35p	CM	M-Su 11p-11:35p	- TWTFSS	:30	6	\$200.00	P-3	0.00	NM	6	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	- TWTFSS		6			\$200.00			0.00			
E 6	WJXX	08/24/12	08/24/12	Fri Prime A Shark Tank	CM	Fri 8p-9p	- - - - F - -	:30	2	\$650.00	P-3	0.00	NM	2	\$1,300.00
		2X MAX/DAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	- - - - F - -		2			\$650.00			0.00			
E 7	WJXX	08/24/12	08/24/12	Fri Prime C 20/20	CM	Fri 10p-11p	- - - - F - -	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	- - - - F - -		1			\$1,200.00			0.00			
E 8	WJXX	08/25/12	08/25/12	FCN Sat News at 6:30 Sat 6:30-7p/7p news after footba	CM	Sat FCN News We	- - - - - S -	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	- - - - - S -		1			\$175.00			0.00			
E 9	WJXX	08/26/12	08/26/12	First Coast News On Point First Coast News On Point	CM	First Coast News C	- - - - - S	:30	1	\$40.00	P-3	0.00	NM	1	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	- - - - - S		1			\$40.00			0.00			
E 10	WJXX	08/26/12	08/26/12	This Week 10A Sun 10a-11a - eff 6/7	CM	Sun 10a-11a - eff	- - - - - S	:30	1	\$150.00	P-1	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	- - - - - S		1			\$150.00			0.00			
E 11	WJXX	08/26/12	08/26/12	Sun Prime A America's Funniest Home Video	CM	7-8p	- - - - - S	:30	2	\$600.00	P-3	0.00	NM	2	\$1,200.00
		2X MAX/DAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	- - - - - S		2			\$600.00			0.00			
E 12	WJXX	08/26/12	08/26/12	Sun Prime Other 2nd Pro Extreme Makeover: Weight Loss	CM	9-11p	- - - - - S	:30	2	\$700.00	P-3	0.00	NM	2	\$1,400.00
		2X MAX/DAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	- - - - - S		2			\$700.00			0.00			
E 13	WJXX	08/27/12	08/27/12	Good Morning America M-F 7a-9a	CM	M-F 7a-9a	M - - - - -	:30	1	\$125.00	P-3	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/27/12	09/02/12	M - - - - -		1			\$125.00			0.00			
E 14	WJXX	08/27/12	08/27/12	FCN News at 7p M-F 7-7:30p	CM	M-F 7p-7:30p	M - - - - -	:30	1	\$275.00	P-3	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/27/12	09/02/12	M - - - - -		1			\$275.00			0.00			
E 15	WJXX	08/27/12	08/27/12	Extra M-F 7:30-8p	CM	M-F 7:30p-8p	M - - - - -	:30	1	\$275.00	P-1	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/27/12	09/02/12	M - - - - -		1			\$275.00			0.00			
E 16	WJXX	08/27/12	08/27/12	Nightline Nightline	CM	M-F 11:35p-12:05a	M - - - - -	:30	1	\$200.00	P-1	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/27/12	09/02/12	M - - - - -		1			\$200.00			0.00			

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E 17	WJXX	08/27/12	08/27/12	FCN News at 11pm M-Su 11-11:35p	CM	M-Su 11p-11:35p	M- - - - -	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 08/27/12		08/27/12	09/02/12	M- - - - -			1		\$200.00		0.00				
E 18	WJXX	08/27/12	08/27/12	Mon Prime Other Bachelor Pad	CM	8-10p	M- - - - -	:30	2	\$2,200.00	P-3	0.00	NM	2	\$4,400.00
2X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 08/27/12		08/27/12	09/02/12	M- - - - -			2		\$2,200.00		0.00				
													Totals	39	\$15,640.00